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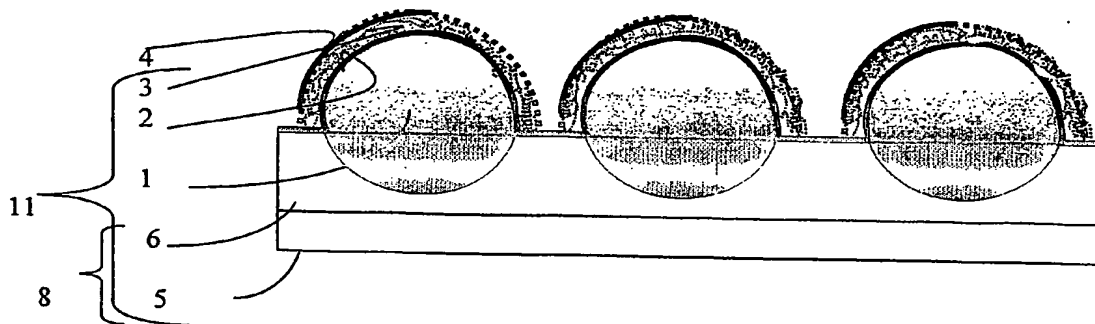
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(54) Title: **METHOD FOR PRODUCING PRINTED RETROREFLECTIVE HIGH VISIBILITY PRODUCTS**



(57) Abstract: The invention relates to a retroreflective high visibility printed product on a substrate including fabrics as well as other textile substrates for use in personal articles such as attractive high visibility clothing, sportswear, footwear and accessories with good design flexibility; the method ensures trend-setting fashion sense as well as safety sense and is characterized by using a continuous, flexible process of selective demetallization of an etchable aluminum layer for obtaining printed images. The method involves the application of two mirror layers on the glass microspheres: an aluminum mirror layer selectively exposed to a demetallizing chemical solution and a dielectric mirror which provides the ability to obtain high value of reflectivity.